

## Guest columnist: Continued

Help desk technology allows customers to get their complex questions answered more quickly than ever. Call centers can make use of customer support products that are accessible to their agents and the customer via the web.

Web and call center integration products allow call center agents to link their browsers to those of their customers and interactively discuss products and services. This technology gives call center agents access to megabytes of photos and graphical information, helping them cross-sell, up-sell or just answer customers' questions.

Another less glamorous call center technology is simple caller I.D. with a screen pop. CTI evolved from this simple screen pop into what it is today. The ability to route different customers to different agents based upon their history is a very powerful tool that is often under-utilized by call centers.

Is the call center community keeping up with customer demand?

Companies that supply products and services to the call center market are doing very well. The call center market is growing at a feverish pace. I would have to say that call centers are investing in their futures and are

trying their best to keep up with the customer demand.

What services will call centers of the next century offer to make the transition to contact centers?

They will have access to detailed customer demographics allowing them to know customers' preferences prior to communicating with them. Contact centers will know that you like small boxes delivered at home and large boxes delivered at work. The customer is king and whoever treats the customer in the most regal fashion wins.

Headquartered in Germantown, MD, Microlog Corporation designs, develops, markets, and supports a complete family of contact center solutions including interactive communications systems and applications that improve customer service and increase productivity, while reducing costs. The Company's products find wide application in government, retail, collections, healthcare, utility, and many other markets in over 18 countries including, The United Kingdom, The Netherlands, France, Germany, and Italy. Microlog's products are sold through its direct sales force as well as through distributors and value-added resellers. Microlog received ISO 9001 status in November 1994, meeting the highest international standard for quality assurance. For more information, please visit the Microlog website at: <http://www.mlog.com>.

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Jane Murphy, Publisher of Voice+, stops by to blow some bubbles at MLOG Voice Europe stand. L-R Ly Peang-Meth, Software Engineer, Scott Rover, Marketing, Jane Murphy, Publisher Voice +, David Burd, MarCom Manager, Bill Lewis, Software Engineer, Mike Dailey, Call Center Product Manager.



Two of London's finest stop by the Microlog Stand at Voice Europe to chat with Sr. VP John Mears about some outstanding parking tickets.



"The Brits have landed." The Microlog UK guys. L-R: John Mears, Sr. VP Product Development, Mark Willard Microlog, UK, Nigel Follett, Microlog UK, Mike Dailey, Call Center Product Manager, Microlog.



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